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|   | Gina Murphy and Dr. Peter MatraversMS. GINA MURPHY: Well hello, Arbonne and welcome to our Learn and Burn today. I am Vice President of Sales, Gina Murphy, and I'm really excited because I have Dr. Peter Matravers with me today and we are going to be talking about Arbonne Points of Difference, How to Become an Ingredient Expert. We know this is a topic that is near and dear to your hearts, we know that you love to talk about our products with your Clients and your Consultants, your hostesses, and you know what, Dr. Peter has some great information he's going to be sharing with you. So let's get started.First of all what we're going to talk about is who we are. And if you haven't seen our fantastic manifesto poster yet, let me just share some of the things about who we are. We are trailblazers, star-reachers, bridge-builders, green and growing, pure, safe and beneficial. Now, Peter why don't you talk to us about our ingredient commitment?DR. PETER MATRAVERS: Hello Gina, hello everyone. We are also pure in our hearts and pure in our products. And that's a reflection of our ingredient commitment and our standard of excellence in our products to ensure we have good quality every time. We are botanically based, pH correct, allergy tested, dermatologically tested and also the products are never tested on animals, formulated without animal by-products, formulated without mineral oils, no dyes, vegan-certified, formulated without gluten and all of our products goes through allergy testing and clinically tested.MS. MURPHY: That's great, Peter. And our Arbonne nutrition products are formulated without artificial colors, artificial flavors, sweeteners, animal products, animal by-products, cholesterol, and trans-fats.DR. MATRAVERS: Correct, Gina. We take our ingredient choices very seriously. All our ingredients go through major scrutiny and review. And we take an unbiased scientific approach and to avoid any controversial questionable ingredients. We are FDA-compliant in the United States and also we are compliant in all the other countries such as Canada's Ministry of Health that we do business in, and in the EU Commissions, and in Australia we are TGA Therapeutic Good Administrative Certified. So we are practicing very good manufacturing practices called GMP.MS. MURPHY: Okay that's great, Peter. I'll tell you what. That's something to be so proud of and I know you all are very proud of that when you're sharing the product ingredient with your customers and Consultants. So tell me, Peter, and tell all of our Consultants that are listening how does the ingredient quality affect results, for instance, in RE9?DR. MATRAVERS: Well the visible difference that you see within 24 hours such as hydration and moisturization is directly linked to the quality of the ingredients. The ingredients in the RE9 elements, in the quality of vitamin C, in the quality of the brown algae insure the product performance. If we don't have the same purity every time, we would not have the good quality performance every time.Visible result in 24 hours and age-defying elements that works every time both internally and externally throughout the whole regiment. Some of the examples I would highlight is the algae's very important, of course, to stabilize vitamin C, the bio-hydrate complex, the vitasphere, Alpha-lipoic acid, the copper, the Alpha and Beta hydroxy acid, peptides, marine lavender, so many, many RE9 active elements needs to be tested, qualified before we use them in our product.MS. MURPHY: So many good things but don't forget about the supplement, and that's an important part of the regiment that I know many really don't consider. But we've been working with a third-party research group. We have clinical performance and user performance evaluations for three test cells over eight weeks. And the measurable difference is the hydration in 24 hours. So if you use the RE9 as a set and you use the supplement, Peter likes to say and I love this, it's really a symphony of products for faster results.So now, I remember something you were telling us Peter and it's pretty remarkable, these results. Eighty-three percent of participants reported increased skin firmness within 24 hours. Eighty-three percent. Ninety-two percent reported a reduction in appearance of fine lines and wrinkles within one week. Ninety-six percent reported a refinement of skin texture and smoothness within one week. Ninety-six percent reported an improvement in skin moisturization within 24 hours. And get this everybody, one hundred percent would recommend RE9 Advanced to their friends and family. Peter that is so powerful. DR. MATRAVERS: And what is more powerful is really the set. And if you use it consistently along with the supplement, those are the kind of results that we get. And that's because simply the fact that how nutrition affects your skin has a lot to do with the supplement that we take internally. Vitamin C supports collagen, now we have product that supports collagen from the inside and outside. Targeted topical along with ingestible supplement supports healthy skin. We have Vitamin D, helps support the immune system, vitamin E, which is a free-radical quencher, vitamin A stabilizes the membrane of the skin, and B-complexes—well if you don't have the B-complex you would have very grayish looking skin. So many, many, many ingredients. We are very unique from the standpoint that we have supplements along with targeted nutritionals to help support the entire process.MS. MURPHY: And just like Peter said, our approach really is inside, outside. And that is a good way to look at taking care of yourself and your skin and really it just speaks to the science and the research and everything we do in putting together this phenomenal product line.DR. MATRAVERS: And we know that nutritional plays a major role in determining our skin outer appearance health and also the state of health of the inside. And the skin acquires and utilizes the nutrients just like the body. So we need to nurture the outside as we nurture the inside. Poor diet and nutritional can affect skin tonality, skin's hydration, you can have chapped skin, funny skin texture and dryness and wrinkles. Healthy skin and healthy organs inside is really total complexion health.MS. MURPHY: I love it. So it's everything we do and it's also it is what you eat because that does have an effect. Good stuff Peter. Well let's talk a little bit about some of our consumer concerns. And we have some questions that you've written to Peter and we want to ask these and have Peter answer them. So here's the first question. How can I convince a potential client to try Arbonne if they only want a product that is 100% natural?DR. MATRAVERS: And we know the right way of asking that question now is are the products botanically based because we know in this world hardly anything is 100% natural. And that includes some of the foods we buy in the grocery store. So I think we should look at what components made up the Arbonne products. The answer to that question is yes we are botanically based; we always increase our botanical content due to advancement in science. And the reason we want to do that is for safety and for sustainability. And why we bring this term out, sustainability? Well this term we really emphasize the use of plant elements to make our ingredients. And it reflects the proper utilization of the resources we have and the use of resources that we can grow back equates sustainability. But there are certain elements that we have to include in the formula that are man-made, such as some sunscreens and some preservatives and some stabilizers. And the most important thing is we are always safe and these ingredient choices goes through a series of scrutiny. For example, the preservative. We use a fraction of 1% of the preservatives, sometimes it's food grade, sometimes it's man-made. The most important thing is we put the preservatives to protect the user, making sure the product also stays fresh during the self life period and during the usage period. So we should be thinking about not the 1/2% of preservative. We should be thinking about the 99% of the other part of the product where we deliver the performance and the botanical base. What type of ingredient is in the natural portion of our formula is more important.MS. MURPHY: Great point, Peter. Okay next question. We are botanically based, so why did our ingredient deck sound so synthetic chemical?DR. MATRAVERS: Very good question. And that largely is due to the law and regulation and the standard practice we use in nomenclature. This is used internationally. Latin is used for plants to describe their genus and species, and chemical terms are used to describe the other ingredients. For example if I use a coconut cleanser, coconuts a factor. I may choose one that's called sodium cocoate. Those are the kinds of chemical terms that we use. Tea trees, known by everybody, is not called tea tree in the ingredient deck; it's called melaleuca alternifolia. So it's a different language.The key here is let's make sure we use proper language when we communicate. Avoid the words like chemical free, all natural, no petro-chemical, or without chemical fragrances. Those words mean different things to different people. It's more correct to say that Arbonne products are naturally derived or botanically based. Don't be bogged down by terms like chemical free that really doesn't mean anything to anyone.MS. MURPHY: Great advice Peter and I think sometimes those words are kind of buzz words that people get all hung up on and they're missing the real point. So excellent, excellent advice. Okay next question. What can I say to clients who won't use our products because they have read bad reviews on someone else's website?DR. MATRAVERS: You know there are so many copycat websites. One follows the erroneous errors of the others and it's a snowball into a big mess. So the best website I would say is our Arbonne website, and if you want to also have a second opinion, I recommend you go to the Cosmetic Ingredient Review Board website, www.cir-safety.org. So, again, www.cir-safety.org. This is a website established in 1976 to support consumers so they can understand ingredients better. Another one that is good is Personal Care Product Council, www.personalcarecouncil, C-O-U-N-C-I-L,.org. These three websites, ours and these two, gives you a good perspective, a balanced perspective of ingredients used and commonly used in our ingredient policy and other ingredients you may find out from other brands as well.MS. MURPHY: Excellent. And what I love about Arbonne is we are always forthcoming with the information. We don't hide behind anything; we put it out there. We give you other resources because we know you want to be educated and you want to educate your Clients and Consultants. So we are all about providing you with the right information. So, Peter, any parting words? This has been very helpful and I know our Consultants are probably taking copious notes as they are listening to this. So any final words you'd like to share?DR. MATRAVERS: Well thank you for your enthusiasm and now you know your better ingredient expert. We're constantly striving to higher standards and that's all started with your thoughts. And your integrity makes us feel stronger and more committed to being even more pure, more safe, and more beneficial. True to our mission, because of this integrity, drove our ingredient policy we are tightening our ingredient policy every day, and because of that, that drove high quality product. And we should all feel proud that because of our integrity and ingredient policy and your care made us a brand second to none, and have high quality and consistency one step at a time and make major impact and setting great examples for everyone to follow.MS. MURPHY: Excellent. Well thank you, Dr. Peter. We so appreciate all of your wisdom and knowledge and expertise, and we thank you all for listening in today to this Learn and Burn. We hope you'll listen to it many times over because I'm sure you'll hear something new every time you do. So thanks for all you do and have a great month.There are no guarantees regarding income, and the success or failure of each Independent Consultant like any other business depends on each Independent Consultant's own skills and personal effort. You should not rely on the results of other Consultants as an indication of what you should expect to earn. Arbonne publishes a Summary of Average Quarterly Compensation that is paid to Arbonne Independent Consultants. This information is updated annually and can be viewed online at www.arbonne.com\company\iccs.asp. |   |
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